

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----027922 010027Z /64

R 312248Z JUL 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 5994
AMEMBASSY CANBERRA
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY MANILA
AMCONSUL SYDNEY
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL BRISBANE
AMCONSUL AUCKLAND BY POUCH

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E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: END-OF-SHOW CABLE REPORT

USDOC FOR OIM/SILLOWAY

1. NAME OF EXHIBITION: AM-TECH '78
2. PLACE AND DATES: WELLINGTON SHOW BUILDING, WELLINGTON,
NEW ZEALAND. JULY 24-28, 1978
3. NUMBER OF PARTICIPANTS: 18
NUMBER OF EXHIBITORS: 34
(A) NTM EXHIBITORS: 17
(B) OTM EXHIBITORS: 17
4. SALES DURING THE EXHIBITION: DOLS 730,500
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(A) NTM DOLS. 258,500
(B) OTM DOLS. 472,000

5. SALES PROJECTED FOR SUBSEQUENT 12 MONTHS: DOLS.
5,274,000
(A) NTM DOLS. 2,194,000
(B) OTM DOLS. 3,080,000

6. NUMBER OF SALES LEADS DEVELOPED: 1,698

7. NUMBER OF EXHIBITORS SEEKING EXREPS: 2

8. NUMBER OF EXREPS APPOINTED DURING EXHIBITION: NIL

9. NUMBER OF EXREPS AGREEMENTS UNDER NEGOTIATION: 2

10. NUMBER OF LICENSEE AGREEMENTS SIGNED: NIL

11. NUMBER OF LICENSE AGREEMENTS UNDER NEGOTIATION: NIL

12. NUMBER OF JOINT VENTURE AGREEMENTS UNDER NEGOTIATION:
NIL

13. (A) NUMBER OF REGISTERED TRADE VISITORS: 2,686

(B) NUMBER OF HANDCOUNT VISITORS: 3,728

14. GENERAL COMMENTS:

AM-TECH '78 WAS THE THIRD EVER EXHIBITION TO BE HELD IN NEW ZEALAND. PREVIOUS AM-TECH'S WERE HELD IN 1973, IN WELLINGTON, AND IN AUCKLAND IN 1976. ALTHOUGH NEW ZEALAND REPRESENTS A RELATIVELY SMALL MARKET, IT IS A VIGOROUS TRADING NATION AND COMPETITION IS STRONG. THE RESULTS OF THE EXHIBITION, BOTH IN TERMS OF NUMBER OF ATTENDEES AND SALES, ARE PROOF OF THE EFFECTIVENESS OF THIS TYPE OF
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EXPORT TRADE PROMOTION IN THE NEW ZEALAND MARKET. THE RANGE OF SPECIALIZED TRADE SHOWS IN NEW ZEALAND IS SMALL, BUT GROWING, AND AM-TECH HAS HAD A REPUTATION AS ONE OF THE COUNTRY'S PREMIER VERTICAL TRADE EVENTS. THE PHYSICAL SET-UP AT AM-TECH '78 WAS EXCELLENT AND THE MARKET PROMOTION CAMPAIGN SUCCEEDED IN ATTRACTING A HIGH QUALITY AUDIENCE. EXHIBITORS WERE UNANIMOUS IN THEIR SUPPORT FOR AM-TECH.

15. SUCCESS STORIES:

(A) WANG LABORATORIES INC., LOWELL, MASS. - COMPUTERS AND WORD PROCESSING SYSTEMS (OIM): ACHIEVED ITS STATED PRIME OBJECTIVE OF EXPOSURE TO NEW BUSINESS BY RECORDING OFF-THE-FLOOR SALES OF DOLS. 100,000. TWELVE MONTH PROJECTED SALES ARE ESTIMATED AT DOLS. ONE MILLION, THE HIGHEST FOR ANY EXHIBITOR IN THE EXHIBITION. SALES LEADS DEVELOPED NUMBERED 200. (NOT CLEARED FOR PUBLICATION.)

(B) DATA GENERAL CORPORATION, WESTBORO, MASS. - MINI-COMPUTERS AND PERIPHERALS (OTM): DATA GENERAL ALSO STATED THAT THEIR FIRST OBJECTIVE IN PARTICIPATING WAS EXPOSURE TO NEW BUSINESS PROSPECTS. THE COMPANY FULLY ACHIEVED

THIS OBJECTIVE BY DEVELOPING 40 NEW SALES LEADS WHICH RESULTED IN IMMEDIATE SALES OF DOLS. 150,000 AND 12-MONTH PROJECTED SALES OF DOLS. 300,000. IMMEDIATE SALES WERE THE HIGHEST FOR ANY EXHIBITOR IN THE EXHIBITION. (NOT CLEARED FOR PUBLICATION.)

(C) SCHIRMER NATIONAL COMPANY, BERGENFIELD, NEW JERSEY - PHOTOGRAPHIC SURVEILLANCE EQUIPMENT (NTM): THE PRODUCTS

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BEING EXHIBITED BY SCHIRMER WERE UNIQUE IN THE EXHIBITION THOUGH THIS IN NO WAY DETRACTED FROM THE INTEREST THEY RECEIVED. THE COMPANY IS UNREPRESENTED IN NEW ZEALAND AND THE PRIME OBJECTIVE IN PARTICIPATING WAS TO LOCATE A SUITABLE AGENT. THIS OBJECTIVE WAS FULLY ACHIEVED WITH EIGHT POTENTIAL AGENTS BEING IDENTIFIED AND AN APPOINTMENT IS EXPECTED TO BE MADE WITHIN A FEW WEEKS. IN ADDITION, THE FIRM RECORDED OFF-THE-FLOOR SALES OF DOLS. 3,500 (ASSISTED BY A BANK ROBBERY IN WELLINGTON THE WEEK BEFORE THE EXHIBITION). TWELVE MONTH PROJECTED SALES ARE ESTIMATED AT DOLS. 150,000. (CLEARED FOR PUBLICATION EXCEPTING SALES FIGURES.)

16. SPECIAL COMMENTS:

(A) IN ADDITION TO REMARKS BY THE AMBASSADOR ON THE
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OCCASION OF AM-TECH'S OFFICIAL OPENING JULY 24, THE
MAYOR OF WELLINGTON ALSO SPOKE, AND THE PRIME MINISTER
OF NEW ZEALAND, THE RIGHT HONORABLE ROBERT MULDOON,
OFFICIALLY OPENED THE EVENT. ALSO PRESENT WAS THE U.S.
ATTORNEY GENERAL, GRIFFIN BELL, AND NUMEROUS OTHER LOCAL
DIGNITARIES WHOSE PRESENCE REFLECTED THE PRESTIGE OF
AM-TECH.

(B) AN OUTSTANDING FEATURE OF THE EXHIBITION WAS A PROGRAM
OF TECHNICAL SEMINARS. THERE WAS A TOTAL OF THIRTEEN
SUCH PRESENTATIONS OVER FOUR DAYS WHICH ATTRACTED A TOTAL
OF 1,121 ATTENDEES.

(C) IN CONJUNCTION WITH THE EXHIBITION, USICA ORGANIZED AN
ELECTRONIC DIALOGUE BETWEEN A PANEL OF NEW ZEALAND COM-
PUTER EXPERTS HEADED BY THE PRESIDENT OF THE NEW ZEALAND
COMPUTER SOCIETY, MR. BRUCE MOON, AND GEORGE LINDAMOOD,
SENIOR COMPUTER SCIENTIST, U.S. NATIONAL BUREAU OF
STANDARDS. A VTR PRESENTATION PRECEDED THE DIALOGUE.
SELDEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN03973
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780313-0944
Format: TEL
From: WELLINGTON
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Image Path:
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Legacy Key: link1978/newtext/t1978071/aaaaabah.tel
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Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1843088
Secure: OPEN
Status: NATIVE
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TAGS: BEXP, NZ
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/3330c06a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014